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and Trademark Office on July 28, 2006.

Barbara Felton  
Barbara Felton

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING**

Examiner: Raquel Alvarez

Art Unit: 3622

Confirmation No.: 5881

Attorney Docket No.: 100809-16225 (SCEI 18.302)

July 28, 2006

Mail Stop AF  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450AMENDMENT

Sir:

Applicants hereby petition for a one-month extension of time, a petition pursuant to 37 CFR 1.136(a) and a requisite fee being enclosed.

In connection with the Request for Continued Examination ("RCE") filed concurrently herewith and in response to the final Office Action of April 25, 2006, please amend the subject application as follows:

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